

What is the California Proposition 65 “warning”?

JP+ Complete & Chocolate Fig Bars only
JP+ CAPSULES, GUMMIES & CHERRY BARS are unaffected

In California it's a law known as the Safe Drinking Water and Toxic Enforcement Act. It's also referred to as Prop 65. This notice APPLIES ONLY TO CALIFORNIA CONSUMERS AND NOT TO CONSUMERS IN ANY OTHER STATE IN THE COUNTRY. It is significantly out-of-step with health regulations everywhere else in the US and around the world. It is NOT a reflection on the safety and efficacy of products. They test for more than 900 different substances.

Rest assured that ALL JP+ Products – including Complete and the Bars – are safe and effective, based on both consumer usage and acceptance and our rigorous testing every step of the way. Prop 65 limits for lead are so low, almost ALL foods contain amounts higher than allowed by this California law. To put this in perspective: 3-5 servings of vegetables daily could contain up to ten times more lead than the maximum allowed by California prop 65.



Natural green beans contain 28.75 micrograms of lead in a one cup serving, which is an exposure of approximately **50 times the allowed** Prop 65 levels.



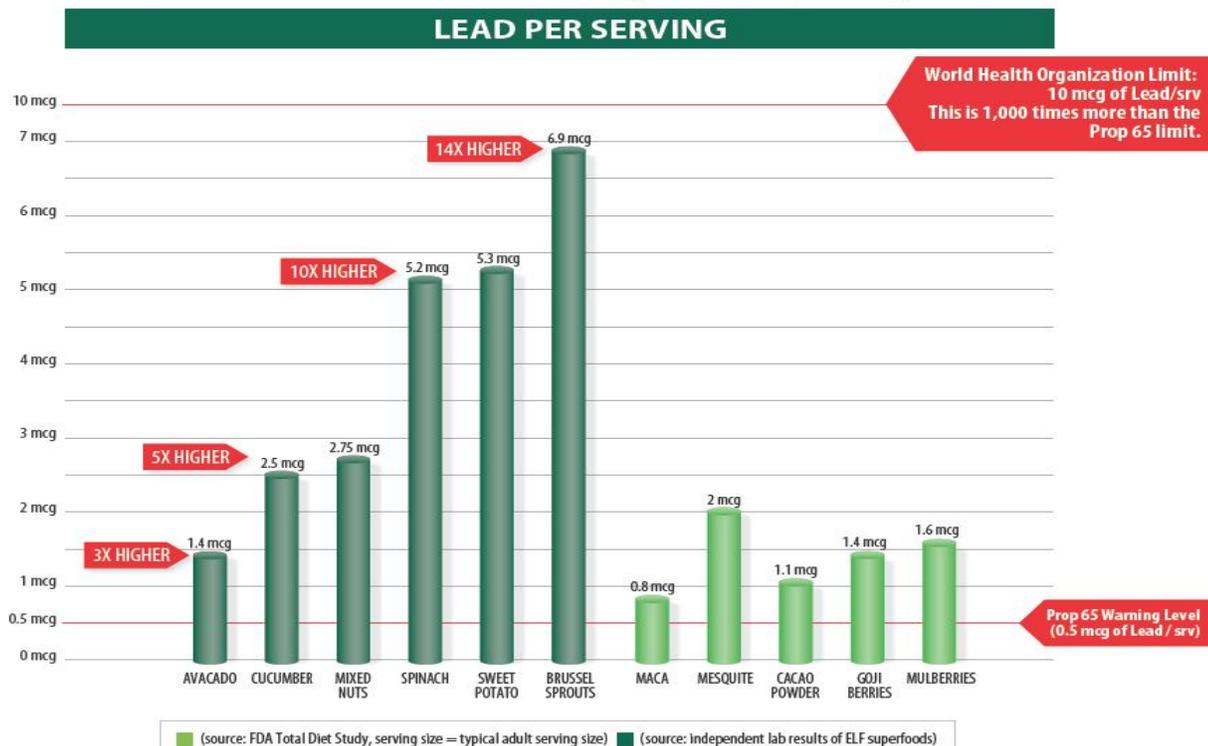
Natural spinach contains approximately 5.2 micrograms of lead in a typical adult serving size which is an exposure that **exceeds Prop 65 levels by 10 times**.

24 Times Higher: Italian salad dressing 12.2 mcg , Mixed nuts 10.2 mcg, Liver **9.0 mcg**

16 Times Higher: Brussels sprouts 7.9 mcg, Sweet potato 7.2 mcg Spinach 7.0 mcg, Wine 6.8 mcg

8 Times Higher: Avocado 4.5 mcg , Honey 4.5 mcg, Watermelon 4.5 mcg, Raisins 3.5 mcg...

The graph below compares the amount of naturally occurring lead in an adult – size serving of typical foods.
The red line at the bottom is the lead level that triggers a California Prop 65 Warning.

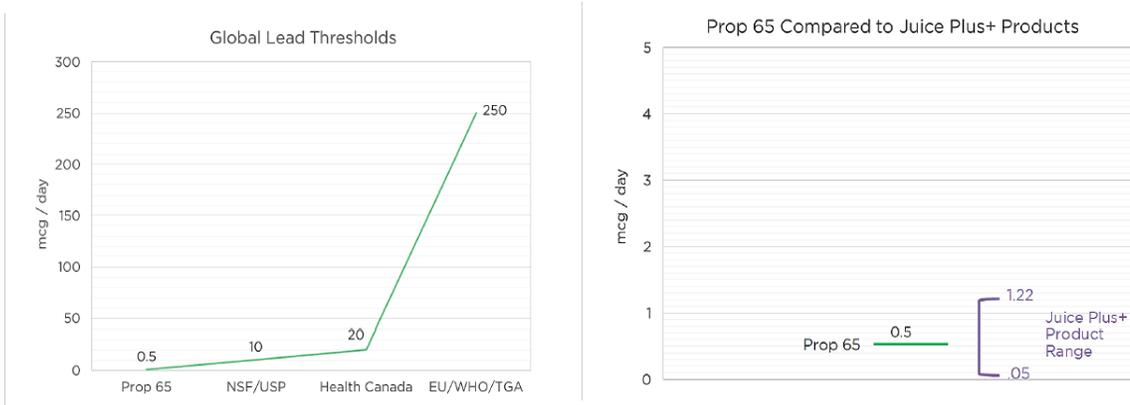


■ (source: FDA Total Diet Study, serving size = typical adult serving size) ■ (source: Independent lab results of ELF superfoods)

* > 5 mcg and < 10 mcg – the determination of lead content performed by third-party independent testing laboratory

PROPOSITION 65 AND JUICE PLUS IN PERSPECTIVE!

ALL JP+ products meet all safety guidelines for the FDA, USDA, TGA, Health Canada, NSF, USP, WHO & EU – the strictest quality organizations.



References:
http://www.hc-sc.gc.ca/ewh-semt/alt_formats/pdf/pubs/contaminants/prms_lead-psgr_plomb/prms_lead-psgr_plomb-eng.pdf
<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02006R1881-20150731&from=EN>
http://www.usp.org/sites/default/files/usp_pdf/EN/USPNF/key-issues/2232_elemental_contaminants_in_dietary_supplements.pdf

Almost all foods contain some level of one or more of the over 900 substances impacted by Prop 65. In most cases, **the exposure levels established by Prop 65 are less than what occurs naturally in fruits, vegetables, grains, and even drinking water.** Natural foods such as yams, apples, tomatoes, artichokes, carrots, cucumbers, green beans, lettuce, spinach, potatoes, and corn provide exposures in excess. Yet, food producers are not required to provide Prop 65 notices.

How does this affect Juice Plus+ Naturals Products? IT DOES NOT AFFECT JP+ CAPSULES, GUMMIES OR CHERRY BARS. Any amount of lead listed by the State of California found in Juice Plus+ Complete or Chocolate Fig Bar occur as a result of the natural state of the ingredients in the products. Prop 65 states that no warning is required when the listed substance occurs naturally in a food product, and not as the result of “known human activity”. We believe all our products should be exempted under this “naturally occurring allowance” exception. However, until this exception is more clearly delineated by the Courts and the State of California, we will comply with the notice requirements.

*The office of Environmental Health Hazard Assessment (“OEHHHA”) has developed ‘safe harbor levels’ - a Maximum Allowable Dose Level for lead as causing birth defects or other reproductive harm is 5 parts per million. Meaning that at 5 parts per million would be the: **“no observable effect level” and do NOT** pose any harm to humans. Proposition 65 then requires this “no observable effect level” to be divided by 1,000! Knowledgeable experts believe the factor should be 1/100th. The required use of the 1/1,000th factor is a provision in California’s Proposition 65. Experts believe that the 1/1000th factor is no longer defensible in view of advancing science on the subject.

BOTTOM LINE: You can’t go into a Starbucks, grocery store or restaurant in California without seeing a Prop 65 warning sign. To avoid any lead you will have to stop eating produce, which would obviously not be good for your health. Plants contain lead along with other metals and trace minerals, taken up by plants from the soil. Therefore, if you eat plants, or products made with plants, you will consume miniscule (micrograms) amounts of lead and other minerals. A person eating just 3-5 servings of vegetables daily would consume up to ten times more lead than the unrealistic, stringent maximum recommended by California.

ALL Juice Plus+ products fall within FDA, USDA, USP, NSF (and guidelines for every other state in the union and country in the world) suggested guidelines for any/all of the chemicals listed by Prop 65 and can be safely consumed.